

## IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1-3 and 8-11 and ADD new claim 12 in accordance with the following:

1. (CURRENTLY AMENDED) An information provision brokerage system comprising:

a provider information storage portion that stores, in a storage medium, provider area information that indicates an area to which the information provider desires to distribute provision information and the provision information for each information provider, the provider area information ~~indicating an area~~being designated by the information provider, and the provision information being to be provided by the information provider;

a user information storage portion that stores, in the storage medium, user area information for each user who has a terminal device that obtains location information thereof independently from the information provision brokerage system and transmits the location information thus obtained to the information provision brokerage system, the user area information indicating an area ~~designated being identified by the location information of the user thus obtained and at the same time by a condition set~~ by the user;

a determining portion, comprising a central processing unit, that determines whether or not ~~an~~the area indicated by the provider area information overlaps ~~an~~the area indicated by the user area information ~~specified based on a location information of the user~~; and

an information transmitter that transmits, via a communication interface, the provision information of the information provider according to the provider area information to ~~[[a]]~~the terminal device of the user according to the user area information if it is determined that the area indicated by the provider area information overlaps the area indicated by the user area information.

2. (CURRENTLY AMENDED) The information provision brokerage system according to claim 1, wherein

~~an the~~ area in which the provision information can be provided is divided into plural segment areas,

the provider information storage portion stores, in the storage medium, the provider area information that indicates the segment ~~area~~areas,

the user information storage portion stores, in the storage medium, the user area information that indicates the a segment area, and

the determining portion performs the determination by determining whether or not the ~~same~~an identical segment area is included both in the ~~segment area indicated by the provider area information and in the segment area indicated by the user area information.~~

3. (CURRENTLY AMENDED) The information provision brokerage system according to claim 1, further comprising:

a movement information obtaining portion that obtains movement information that indicates a speed and a direction of movement of the user who moves freely in the area; and

an area information changing portion that changes the user area information of the user in accordance with the movement information of the user,

wherein the determining portion performs the determination in accordance with the user area information changed by the area information changing portion.

4. (PREVIOUSLY PRESENTED) The information provision brokerage system according to claim 1, wherein the provision information storage portion stores, in the storage medium, category information that indicates a category of contents of the provision information in association with the provision information,

wherein the user information storage portion stores, in the storage medium, category information that indicates a category of information desired by the user in association with the user, and

wherein the information transmission portion transmits the provision information if a category of contents of the provision information to be transmitted is included in a category of information desired by the user who is a destination of the transmission.

5. (PREVIOUSLY PRESENTED) The information provision brokerage system according to claim 1,

wherein the provision information storage portion stores, in the storage medium, provider

location information that indicates a location of the information provider in association with the information provider,

wherein the user information storage portion stores user location information that indicates a location of the user and a distance designated by the user in association with the user, and

wherein the information transmission portion transmits the provision information if a distance between a location of the information provider who provides the provision information to be transmitted and a location of the user who is a destination of the transmission is smaller than the distance designated by the user.

6. (PREVIOUSLY PRESENTED) The information provision brokerage system according to claim 1, wherein the provision information includes information for advising an application for receiving information delivery from the information provider who transmits the provision information.

7. (PREVIOUSLY PRESENTED) The information provision brokerage system according to claim 6, further comprising:

a delivery status management portion that manages a delivery status of information that is delivered directly from the information provider to the user who made the application; and

an accounting information generation portion that counts delivery statuses of the information providers at a predetermined timing so as to generate accounting information to the information provider.

8. (CURRENTLY AMENDED) An information provision brokerage system comprising:

a provider information storage portion that stores, in a storage medium, provider area information that indicates an area to which the information provider desires to distribute provision information and the provision information for each information provider, the provider area information ~~indicating an area being~~ designated by the information provider, and the provision information being to be provided by the information provider;

a user information storage portion that stores, in the storage medium, user area information for each user who has a terminal device that obtains location information thereof independently from the information provision brokerage system and transmits the location

information thus obtained to the information provision brokerage system, the user area information indicating an area ~~designated being identified by the location information of the user thus obtained and at the same time by a condition set~~ by the user;

a determining portion, comprising a central processing unit, that determines whether or not ~~an~~ the area indicated by the provider area information overlaps ~~an~~ the area indicated by the user area information ~~specified based on a location information of the user~~;

a notification portion that sends, via a communication interface, a notification to the terminal device of the user according to the user area information so that the user receives the provision information of the information provider according to the provider area information if it is determined that the area indicated by the provider area information overlaps the area indicated by the user area information; and

an information transmitter that transmits, via a communication interface, the provision information of the information provider to the terminal device of the user responding to a request from the user who received the notification.

9. (CURRENTLY AMENDED) A server that is connected to an information providing server for providing information of plural information providers in accordance with location information of users via a network, the server comprising:

a membership registration portion that receives, via a communication interface and the network, an application from a user for information delivery so as to register, in a memory, the user as an information delivery destination member;

an upper limit checking portion that counts and checks a number of registrations as a different information delivery destination member and prevents the user from being registered as another member when the number of registrations thus counted reaches a predetermined number for the user;

an information delivery portion that performs delivery of information, via a communication interface and the network, to the user who is registered as the information delivery destination member;

a delivery status management portion that receives from the information providing server a delivery status of information and manages the delivery status of information; and

a delivery status notification portion that notifies, via a communication interface and the network, the information providing server of the delivery status.

10. (CURRENTLY AMENDED) An information provision brokerage method, comprising:

making a provider information storage portion store, in a storage medium, provider area information that indicates an area to which the information provider desires to distribute provision information and the provision information for each information provider in advance, the provider area information ~~indicating an area being~~ designated by the information provider, and the provision information being to be provided by the information provider;

making a user information storage portion store, in the storage medium, user area information in advance for each user who has a terminal device that obtains location information thereof independently, the user area information indicating an area ~~designated being identified by the location information of the user thus obtained and at the same time by a condition set~~ by the user;

determining, by a central processing unit, whether or not ~~an the~~ area indicated by the provider area information overlaps ~~an the~~ area indicated by the user area information ~~specified based on a location information of the user~~; and

transmitting, via a communication interface, the provision information of the information provider according to the provider area information to the terminal device of the user according to the user area information if it is determined that the area indicated by the provider area information overlaps the area indicated by the user area information.

11. (CURRENTLY AMENDED) A computer-readable storage medium storing a computer program for use in a computer that performs brokerage for information transmission from an information provider to a user, the computer program makes the computer perform the process comprising:

reading provider area information corresponding to provision information to be transmitted from a provider information storage portion that stores, in a storing medium, the provider area information and the provision information in an interrelated manner for each information provider, the provider area information ~~indicating an area designated by the information provider~~ indicating an area to which the information provider desires to distribute the provision information and the provision information being to be provided by the information provider;

reading user area information of a user who is a destination of the transmission from a user information storage portion that stores, in the storing medium, the user area information for

each user, the user area information ~~indicating an area designated by the user~~ being identified by location information of the user obtained by a terminal device possessed by the user and at the same time by a condition set;

determining, by a central processing unit, whether or not an area indicated by the read provider area information overlaps an area indicated by the read user area information ~~specified based on a location information of the user;~~ and

transmitting, via a communication interface, the provision information corresponding to the provider area information to a terminal device of the user according to the user area information if it is determined that the area indicated by the provider area information overlaps the area indicated by the user area information.

12. (NEW) The information provision brokerage system according to claim 2, further comprising:

a movement information obtaining portion that obtains movement information that indicates a speed and a direction of movement of the user who moves freely in the area without being restricted by time and the segment areas, the movement information being obtained based on information of a global positioning system (GPS) incorporated in the terminal device; and

an area information changing portion that changes the user area information of the user in accordance with the movement information of the user,

wherein the determining portion performs the determination in accordance with the user area information changed by the area information changing portion.